

### **REMARKS/ARGUMENTS**

Applicant has reviewed and considered the Office Action dated April 2, 2008, and the references cited therein. In response thereto, claims 23-24 are amended; claims 1-22 and 26 were canceled without prejudice or disclaimer. As a result, claims 23-25 and 27-31 are pending in the present application.

#### **Rejections under 35 U.S.C. § 102 and under 35 U.S.C. § 103**

Claims 23-24 are rejected under 35 U.S.C. § 102(e) as being anticipated by Henson. Claims 25 and 27-31 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Henson in view of Hanzek and still further in view of Thompson. Applicant respectfully traverses the rejections for at least the reasons below.

Claim 23 is amended to recite a method in a computerized system for building a custom specification and a quote for purchasing a piece of equipment by a potential customer from a salesperson, comprising: making a request in the computerized system to build the custom specification and the quote to purchase a piece of equipment based on the built custom specification; providing at least one pre-engineered specification to at least one of the potential customer and the salesperson, wherein the pre-engineered specification is a specification for one or more designs of a component for which existing designs have been completed; displaying the at least one pre-engineered specification for the equipment; electronically soliciting from the at least one of the potential customer and the salesperson a selection of one of the at least one pre-engineered specification; electronically soliciting from the at least one of the potential customer and the salesperson a manufacturer of one component of the equipment; displaying options and prices for the component and allowing the at least one of the potential customer and the salesperson to select at least one option for the component, wherein the displaying options and prices includes updating the displayed options and prices after an interrelated option has been selected; generating a report showing the options selected for the component and a subtotal cost for the component; generating a report showing the components selected and the total cost of the equipment; and generating a report tracking the performance of sales personnel and buying patterns of customers.

Henson discloses a web-based online store. Henson does not, however, disclose or teach a method of generating a report tracking the performance of sales personnel and purchasing patterns of customers as recited in claim 23. In the claimed invention, statistics may be generated showing the number of closed transactions per quote generated for a given dealer or given salesperson. Also, because dealers or salespersons may be required to log into the system, statistics may be kept showing the number of leases or sales closed, the types of leases or sales

closed, and the number of lease or sales quotes and configurations generated for the salesperson or dealer. These statistics may be easily compiled by referencing a specific user identification name or number. The efficiency of the salesperson may therefore be readily determined. In addition, market research may be conducted as to the types of equipment or embodiments of equipment that are best or worst sellers. A number of reports regarding customers may also be generated within the scope of the invention, indicating equipment and options that are most frequently chosen and which are fading in popularity. Support can be found at least from page 24, line 16 to page 25, line 11 of the present application.

Henson teaches away from the claimed invention. Henson does not appreciate, nor does it provide solutions, to the problems addressed in the background of the present invention. The claimed invention relates to a purchasing and/or leasing transaction of a piece of equipment between a potential customer and a salesperson who frequently is not an engineer skilled in the design of the equipment (see Background section of the present invention, e.g. pages 2-3 of the present application). Because the user is not skilled in the design of the equipment, the claimed invention provides a method to generate quotes from a pre-engineered specification that is simple to use. The pre-engineered specification is a specification for one or more designs of a component for which existing designs have been completed. Henson does not appreciate such pre-engineered specifications that can be used to assist a novice user.

Henson, on the other hand, describes an online store created for knowledgeable customers to efficiently communicate orders via the web, replacing the necessity of placing orders over the phone with sales representatives. Henson, in fact, discourages customers from placing orders with sales representatives over the phone. (col. 12, lines 57-63). While Henson does disclose a merchandising feature designed to emulate a sales representative in one sense, the merchandising is only designed to sell the customer a *richer* computer system by suggesting ancillary items such as an extended service warranty or greater memory. (col. 15, lines 51-56). Thus, Applicant respectfully submits that claim 23 patentably distinguishes over Henson.

Claim 24 also recites the features discussed above and therefore is patentable over Henson. Claims 25 and 27-31, which are dependent from claims 23-24, are also patentable for at least the same reasons discussed above.

None of the other cited references remedy the deficiencies of Henson. Thus, Applicant respectfully submits that claims 23-25 and 27-31 are in condition for allowance.

Conclusion

This response is being submitted on or before September 2, 2008, making this a timely response. The Commissioner is authorized to charge the required fee of \$460.00 for a two-month extension of time to Deposit Account 04-1420. It is believed that no additional fees are due in connection with this filing. However, the Commissioner is authorized to charge any additional fees, including extension fees or other relief which may be required, or credit any overpayment, to Deposit Account No. 04-1420.

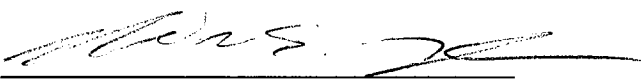
In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at (612) 752-7367.

Respectfully submitted,

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